



CMRA/RAD 2005 Host Conference
PO Box 44656
Washington, DC 20026-4656

Alexander Leffers, Program Book Coordinator

Email: ACLeffers@aol.com

February 21, 2004

Dear Advertiser:

The Capital Metropolitan Rainbow Alliance, Inc. (CMRA) is proud to host the Rainbow Alliance of the Deaf's (RAD) 19th Biennial Conference at the Grand Hyatt Hotel in Washington, D.C. on July 19-23, 2005. Rainbow Alliance of the Deaf is a non-profit organization geared to provide educational and social support for the deaf gay, lesbian, bisexual and transgender community across the nation. We are expecting approximately 600 participants at the conference.

We would like to invite you to support by our efforts advertising your business or organization in our conference program book. You will receive a complimentary program book with your advertisement in return for your support. The deadline for submitting advertisements is May 1, 2005. See enclosed Specification Sheet for more information about acceptable advertisement formats, sizes, cost and where to submit your materials.

As a business or organization, you are always looking for new market segments. We think you will find the Deaf GLBT community a unique group to work with. We'd like to support your business or organization by allowing you to reach a community not often reached by traditional means.

If you wish to donate money to our conference, you may contact our grantwriter, Ricardo Lopez at CMRA/RAD2005 Host Conference, Attn: Ricardo Lopez, Grantwriter, P.O. Box 44656, Washington, DC 20026-4656. He will be more than happy to help you with ensuring that your monetary donations are appropriately deducted from your taxes. There are also sponsorship opportunity, as indicated by another letter, enclosed.

If you have any further questions, please feel free to contact us. Thank you very much in advance for your support.

Sincerely yours,

Alexander C. Leffers
Program Book coordinator

Enclosures: Ad specification sheet, RAD 2005 brochure, CMRA brochure, sponsorship letter.

RAD 2005 Program Book Specifications

The RAD program book will be produced in a 133-linescreen, sheetfed printer. The end result will be an 8.5" x 11", saddle stitched. The book will be laid out in InDesign, with the help of Adobe Photoshop 7.0 and Illustrator, as well as Adobe Acrobat, using a PC. Please use the following guidelines before submitting your advertisements. This will be direct to plate printing, no films will be used.

- Embedded images in non-quark documents
- Pixel-based images not scaled 100%
- Vector-based images in non-EPS format
- Microsoft Word ads
- Microsoft Publisher ads
- Pagemaker/InDesign/Quark ads without fonts/images included separately

Accepted formats are:

- Ad sized to proper dimensions – See below. Please do not send advertisements with bleeds (where the ad is designed to extend along the edge of the sheet.)
- Mac/PC format
- EPS files (with fonts), TIFF, or JPEG formats
- **B/W ads only – for inside pages**
- **Color ads accepted only for the back/inside covers.**
- Images must be set at least 300 dpi
- Pixel-based images, scaled 100%
- Vector-based images, saved as EPS format, with fonts converted to outlines.
- Post-script fonts (screen and printer fonts), TrueType may be okay – If there are font issues, I will be contacting you.
- Pagemaker/InDesign/Quark documents with fonts/images included separately.
- PDFs okay.

Do NOT send:

- Classified ads, personal ads or other forms of text-only ads.
- Camera-ready ads
- BMP, GIF, AI or PSD formats
- Spot colors (including Pantone Matching System (PMS) colors)
- RGB color mode
- Images less than 300 .dpi

Advertising rates by size:

Ad Size	Commercial Rate	Non Profit Rate
Outside back cover (8" x 10")	\$250	230
Inside front cover (8" x 10")	\$225	205
Inside back cover (8" x 10")	\$225	205
Full page (8" x 10")	\$200	180
Half page vertical (4" x 10")	\$100	80
Half page horizontal (8" x 5")	\$100	80
One fourth page (4" x 5")	\$50	30
One eighth page (2" x 2")	\$35	30

How to send ads:

Ads are accepted as email attachments, sent to Alex Leffers at ACLeffers@aol.com. Please fax a copy of the ad to 301.287.2063, so that we have a proof to compare your digital ad with. To mail your payment, our address is below.

If preferred, you may also send a disk, CD, along with a hard copy of the ad, payment and the attached form to:

CMRA/RAD2005 Host Conference
 Attn: Alex Leffers, Program Book
 Coordinator
 P.O. Box 44656
 Washington, DC 20026-4656

Make checks out to CMRA/RAD 2005 Host Conference.

If you have any questions about the advertising specifications, please contact Alex Leffers at ACLeffers@aol.com.

Advertising Contract

2005 RAD National Conference
Washington D.C. July 19- 23, 2005

Business/Organization/Individual Name: _____

Contact Person: _____

Street Address: _____

City/State/Zip or Postal Code/Country: _____

Phone: _____ Fax: _____

Email: _____

Ad chosen:

- Outside back cover (8" x 10")
 - Inside front cover (8" x 10")
 - Inside back cover (8" x 10")
 - Full page (8" x 10")
 - Half page vertical (4" x 10")
 - Half page horizontal (8" x 5")
 - One fourth page (4" x 5")
 - One eighth page (2" x 2")
-
- Commercial rate (See advertising specs for pricing information)
 - Non-Profit rate

NOTE: All advertising spaces are provided on a first come, first serve basis. Contact Alex Leffers at ACLEffers@aol.com to ensure that the space you want is still available for purchase.

Signature: _____

Date: _____

Please enclose a check or money order with this form and send according to instructions on the previous page.

Advertising Policy

CMRA/RAD 2005 Host Committee reserves the right to refuse advertisements on account of inappropriate behavior, content or design, including, but not limited to:

1. substantial fraud, deception, or illegal or unethical business practices;
2. Advertiser's demonstrated behavior or ad content considered to be opposed to our mission statement and other policies; or
3. content which can be construed as unduly proselytizing, patronizing or derogatory to any person, group, or cause.